

### ***Accomplishments to Date***

#### **Work continues on the aggressive implementation of our FY2011 Strategic Communications Plan.**

On June 1, we launched [www.ReadyAZkids.com](http://www.ReadyAZkids.com), the Web page linked to our paid advertising campaign. The new URL appears on all of the creative pieces that are part of the campaign, including billboards, radio spots, newspaper ads and cinema ads. At this time, these are the only FTF products that will carry the readyAZkids.com URL so that we can track the campaign's progress.

The ReadyAZkids.com page is set up by audience so that stakeholders can begin to access the First Things First information that applies to them in one click of the mouse. We will continue to make the content of these pages even more robust as we move toward full build-out of our Web site.

On June 7, the first elements of the campaign began to appear. The campaign will build throughout the summer and will be implemented in Regional Council areas statewide by the end of July. With some exceptions, most elements of the summer campaign will discontinue by mid-September.

Our Communications Resource Manual was completed June 11. This comprehensive manual includes all of the documents and tools that FTF staff need in order to effectively carry out the FTF brand and messaging. Elements of the Resource Manual include:

- Branding Kit and Style Guide – Including user-friendly templates for staff to use in creating their own branded documents.
- Brand Culture Standards – Guidelines for how each of us lives out the FTF brand in our everyday public interactions.
- Framing Section – Including our proactive frame, reactive frame, core messages and elevators speeches.
- Community Outreach Section – Including talking points by target audiences, as well as logistical items such as speaker request forms, a speaker and events check-list, and a decision-making matrix for funding community events.
- Media Relations Section – Including tips for building relationships with the media, interview tips, tips on writing effective letters to the editor and commentary, as well as advice on when each is appropriate, and a sample press release and media advisory.
- Government Relations Section – Guidelines on appropriate staff interactions with policymakers, tips for working with policymakers, and a list of public officials.

This wealth of material requires training in order to execute effectively. Training on the Resource Manual will be delivered in a variety of ways throughout July.

## **Community Outreach**

On May 21, Director Allvin presented information to the Greater Phoenix Chamber of Commerce regarding the elimination of early childhood services that will result if the November ballot initiative passes. The Goldwater Institute presented information in support of the measure. The Chamber took a neutral position. The Chamber opposed the original ballot measure that created First Things First.

On June 7, First Things First was among the sponsors of the Arizona Business and Education Coalition. Members of the leadership team, the policy team and several Regional Partnership Councils were in attendance and had an opportunity to bring valuable early childhood information in to discussions about education and its impact on Arizona's future economic success.

On June 22, Director Allvin is scheduled to provide an update on First Things First to the Valley of the Sun United Way Board of Directors.

## **Media Relations**

We are scheduling media training for Director Allvin, several staff members and two regional council members in late June. This will ensure that FTF has a trained spokesperson in most major media markets of the state.

Earlier this month, we pitched a story about Parent Kits to various media outlets throughout the state.

FTF Regional Councils/grantees continue to earn media surrounding their local efforts. Those stories include:

- Director Allvin was featured on the Navajo Nation Radio Network and KTNN (May 18, some ongoing)
- Volunteers will spend Saturday looking for El Mirage pool fence to fix (yourwestvalley.com – May 5)
- A family torn apart (Sierra Vista The Herald – May 14)
- FTF to open new family centers ( Nogales International – May 25)
- Building bright futures (Arizona Range News – May 26)
- Cocopah donates \$5K to Food Bank (Indian Country Today – May 30)
- Nurses help keep child care centers healthy (KVOA-TV Tucson – June 2)

## **Social Media**

We continue to make regular updates to our Facebook page to keep the community conversation on the importance of early childhood going. Since the last Board meeting, we have increased our number of Facebook fans from almost 800 to 855. Our goal is to reach 1,000 Facebook fans by July 4. We have also launched our Twitter account.

## **Announcement**

We are pleased to welcome Lisa Sorg-Friedman to the FTF Communications Team. As our content writer, Lisa will be responsible for ensuring that all of FTF's written communications across a variety of media reflect First Thing First's mission, accomplishments and successes in a clear, consistent, effective and engaging manner.

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